



CeBIT

CeBIT March 9 – 15, 2006

August, 2005

Dear Sir or Madam:

Beginning March 9, 2006 **CeBIT**, the world's largest and most important information technology (ICT) trade fair, opens its doors to an expected 550,000 visitors from more than 100 countries. Over 5,500 exhibitors will be there to meet with them.

Because of **CeBIT's** importance to American companies seeking worldwide representation, the Foreign Commercial Service at the American Embassy has developed the **Corporate Executive Office (CEO)** program. This highly successful program assists American companies who would like to exhibit at CeBIT, but are unable to do so because of the unavailability of space, budget limitations, or who feel exhibiting is not the best platform to find representation for their products.

This "**Corporate Executive Office**" (CEO) program has been one of our most successful programs in locating distributors for U.S. companies since its inception in 1990.

Priced at \$2,500 for a three-day program, \$3,000 for four days, \$3500 for five days, \$4000 for six days and \$4500 for seven days, the CEO allows companies to make effective use of the trade fair environment to meet business partners such as distributors, agents, OEMs, or end-users.

Our 2006 CeBIT CEO provides participants a base of operations at the exhibition in an open plan office space with their own designated table and chairs, high speed wireless LAN internet connection, **on-site scheduling assistance (we do not set up meetings prior to CeBIT)**, briefings, counseling, and advice on whom to approach at the fair. Additionally, the CEO provides secretarial and office services such as fax, phone, computer, photocopier, message center, refreshments, **and, most important, an individual bi-lingual assistant assigned solely to the participating company for the duration of the service. The assistant helps identify business contacts, arranges meetings with potential business partners, passes out literature, interprets, translates, and helps the participating company with any other reasonable requests. By moving ahead of the company around the fair to arrange and schedule meetings, the assistant optimizes time and effort.**

**If you are interested, contact John Lumborg, American Embassy,
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